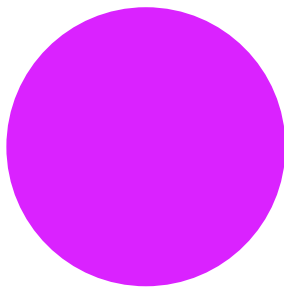
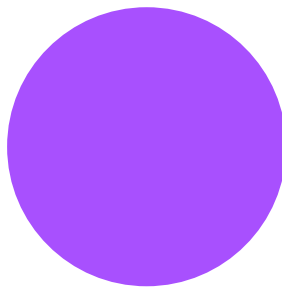
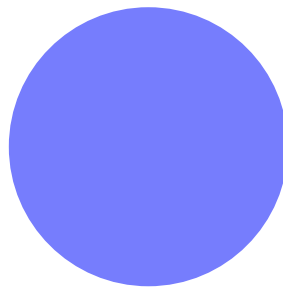
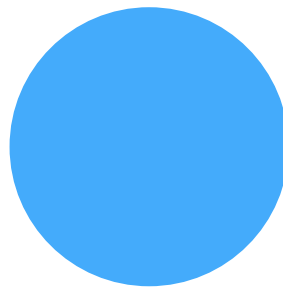
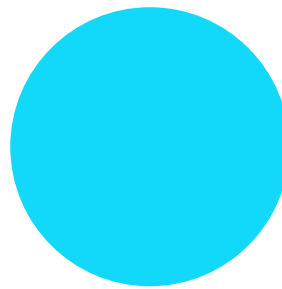
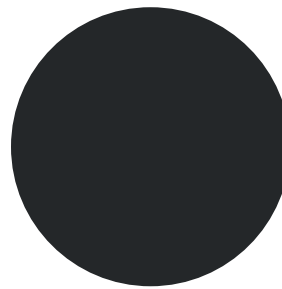
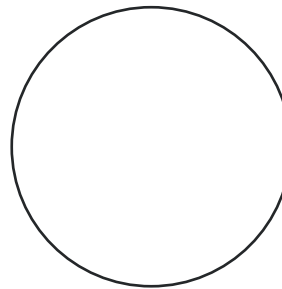



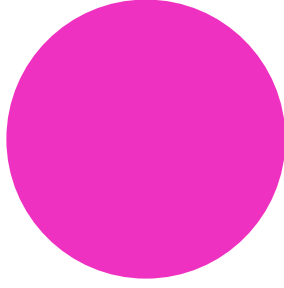

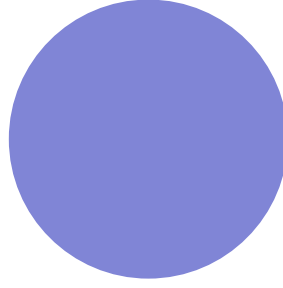

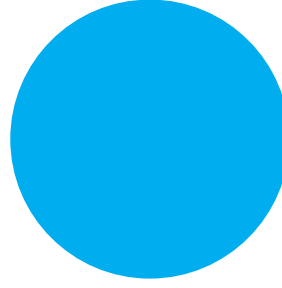
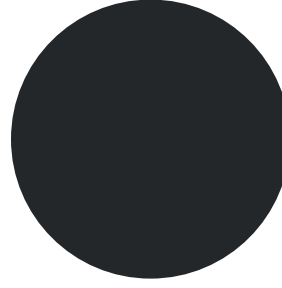
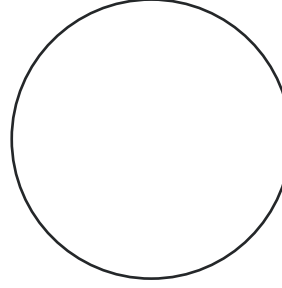
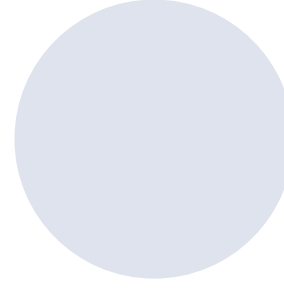
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Branding Summary

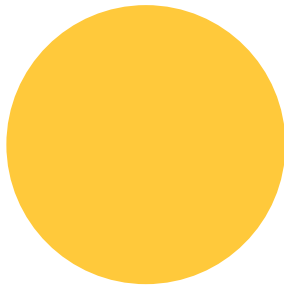
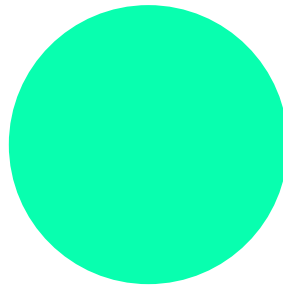
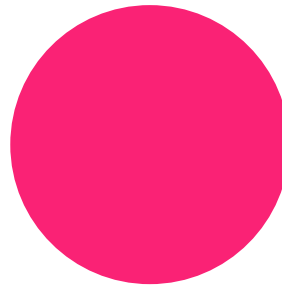






Brand Colors

Primary Palette

Pink	Pink/Purple	Purple	Purple/Blue	Blue	Black	White	Light Grey
							
DA22FF	A850FE	767DFD	44ABFB	12D8FA	24282B	FFFFFF	F4F4F4

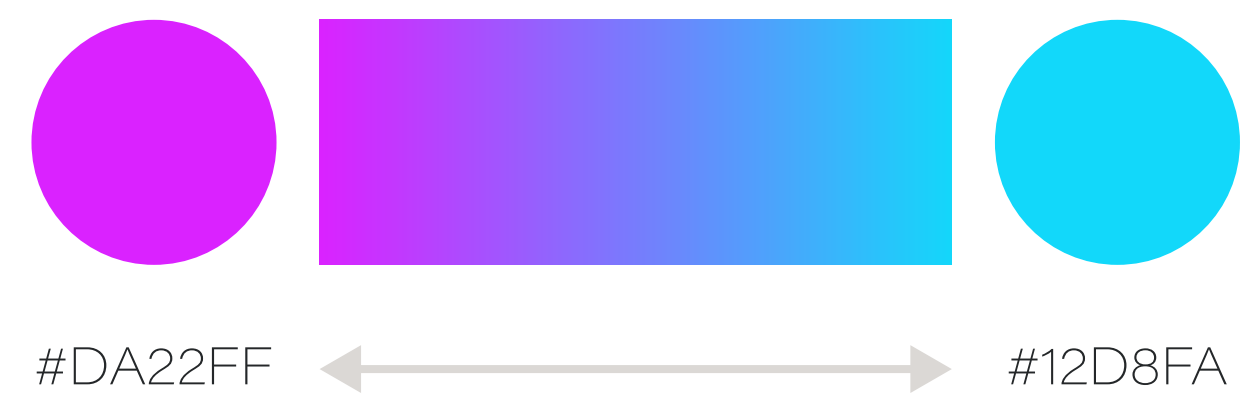
							
100% Magenta		PMS 2718 C		100% Cyan	PMS 426 C	Opaque White	PMS 656 C

Supporting Colors

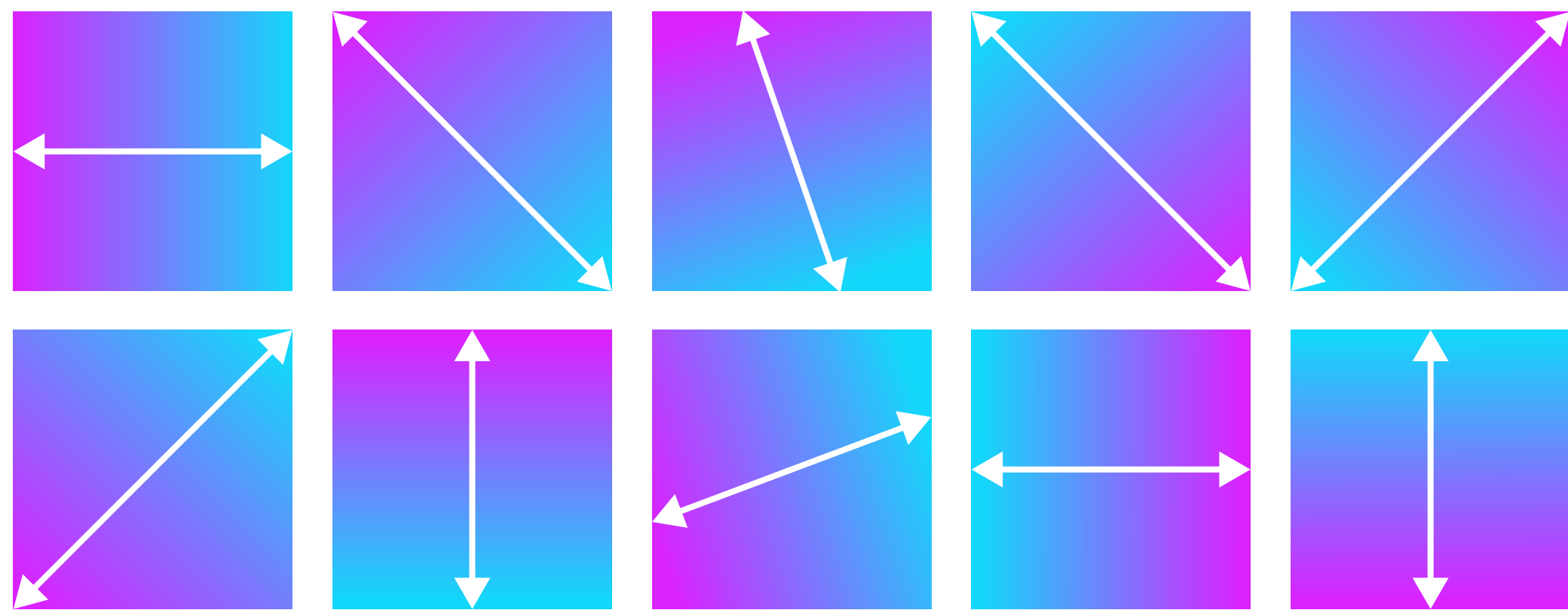
Yellow	Green	Red
		
		
FFC93B  FAE42A	08FFAF  8DFC5D	FA2275  FF6928

Linear Gradient

Digital / Web

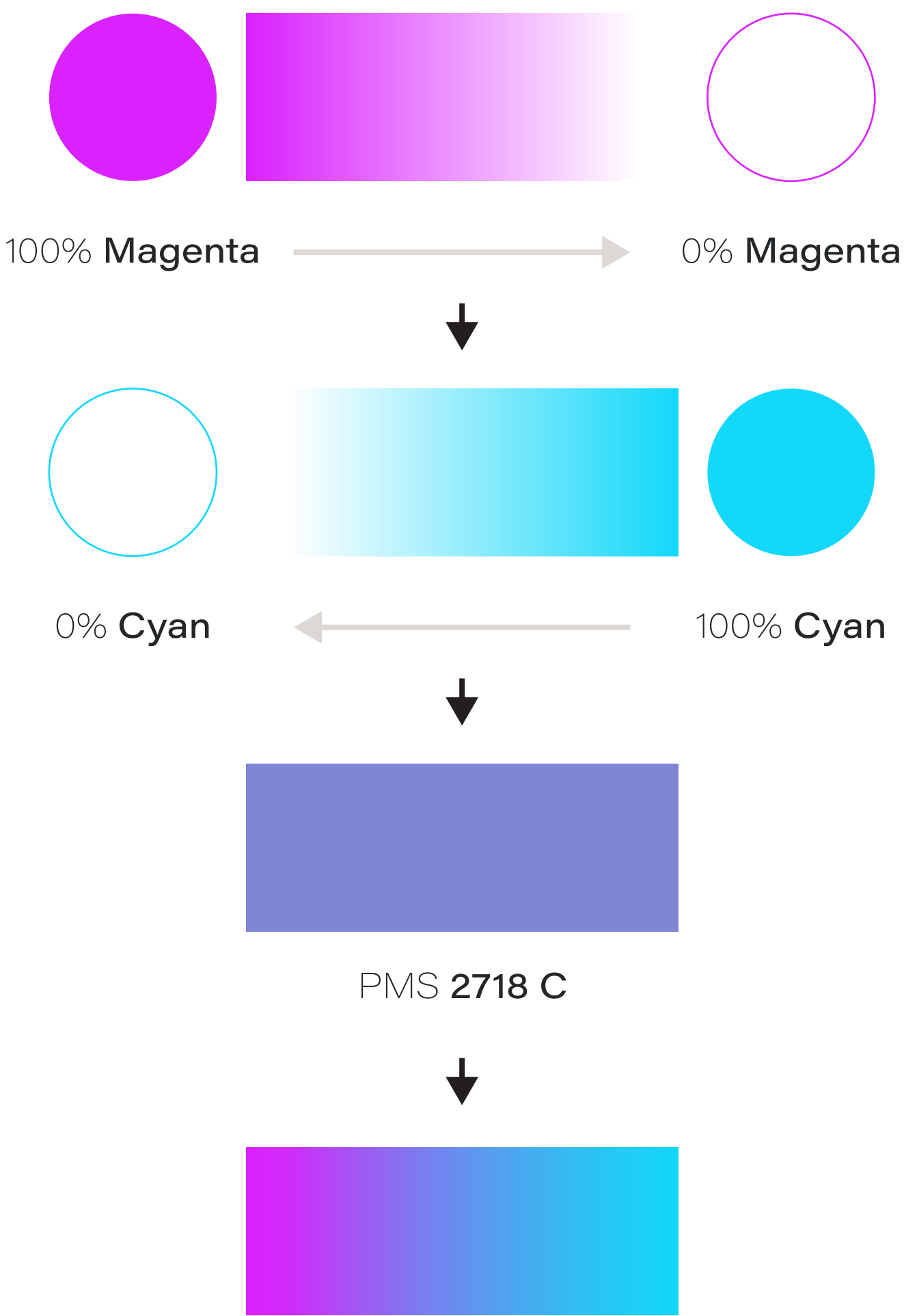


Angles



Any angle as long as it's Edge-to-Edge or Corner-to-Corner.

Print



Gradient Mesh

Designed to be free-form and dynamic. Group similar colors and create smooth transitions from one area to the next. Use solid white copy or graphics on top so they stand out.



Primary Typeface

Adobe
Acumin
Variable Concept



residualstudios

Wide Medium	Wide ExtraLight
Weight 500	Weight 200
Width 115	Width 115
Slant 0	Slant 0

Supporting Typeface

Roboto
Open Sans

Header title

Our preferred body copy typeface is **Roboto Regular** when Acumin is not available. Preferred header copy should be **Roboto Black** when Acumin is not available. Paragraph copy should always align-left and never hyphenated. Headlines are sentence case and we use the Oxford comma. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Header title

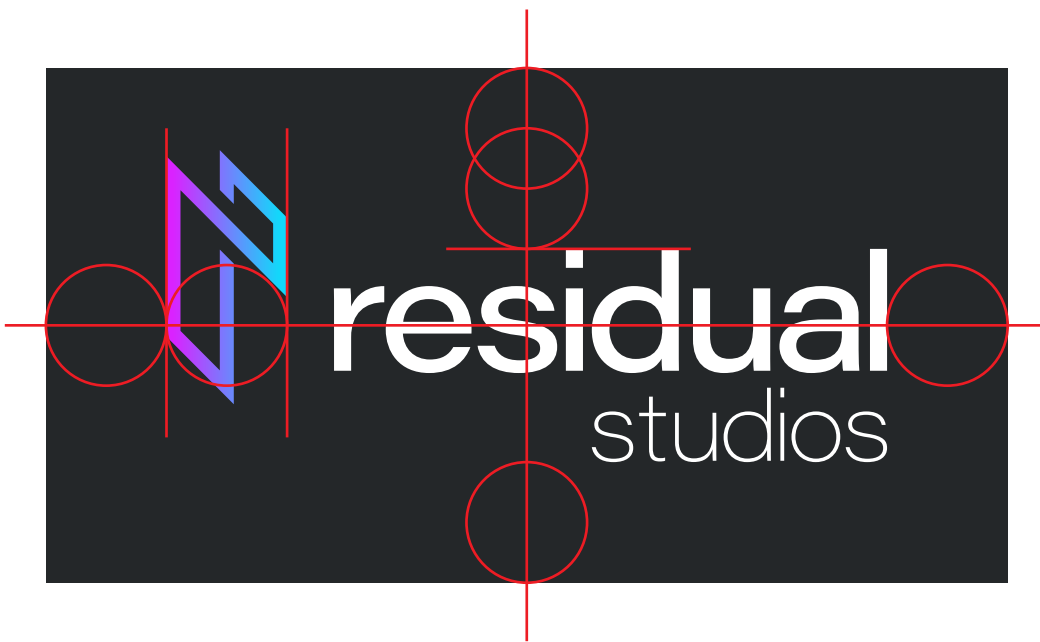
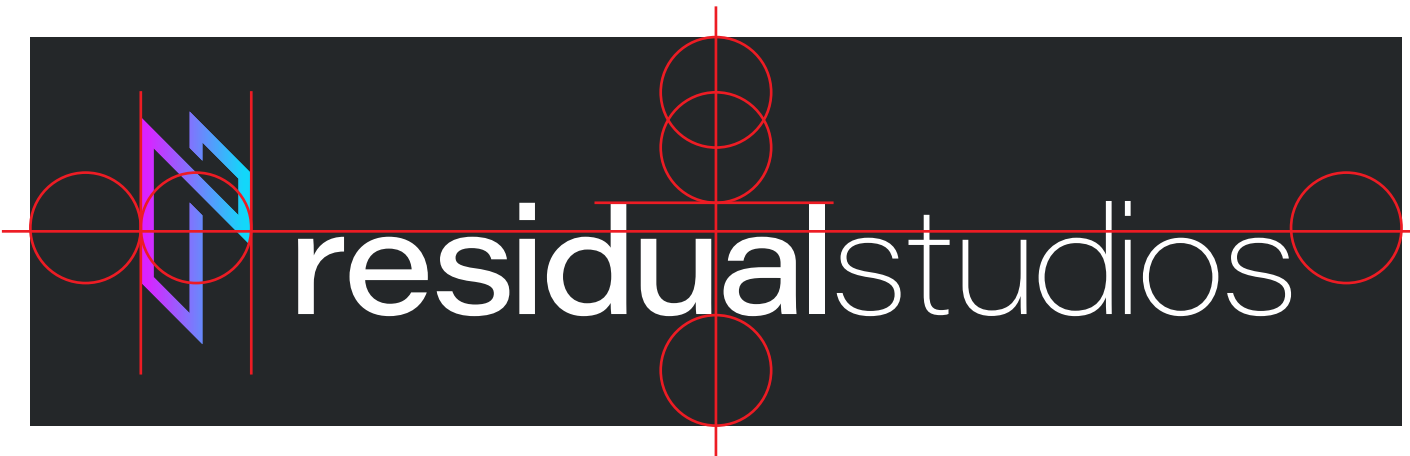
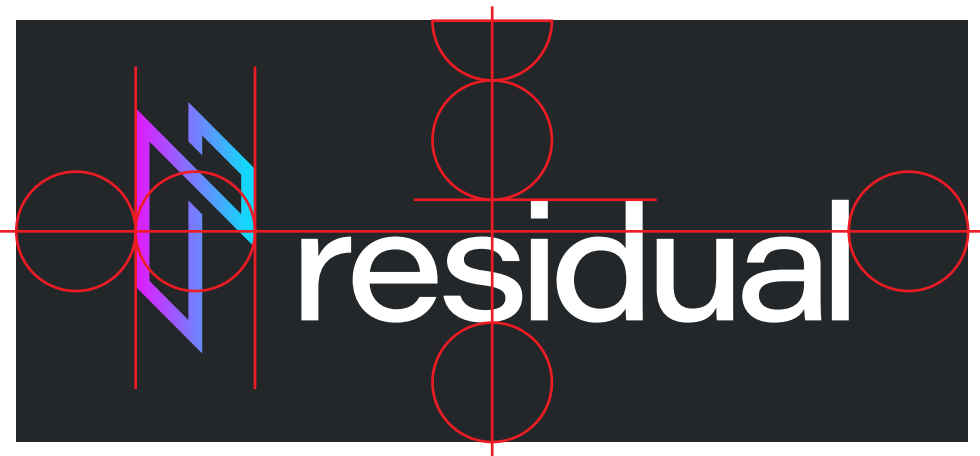
Our backup body copy typeface is **Open Sans Regular** when Acumin is not available. Backup header copy is **Open Sans Regular** when Acumin is not available. Paragraph copy should always align-left and never hyphenated. Headlines are sentence case and we use the Oxford comma. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Logo

Construction



Spacing



Final
w/Spacing



Icon Logo

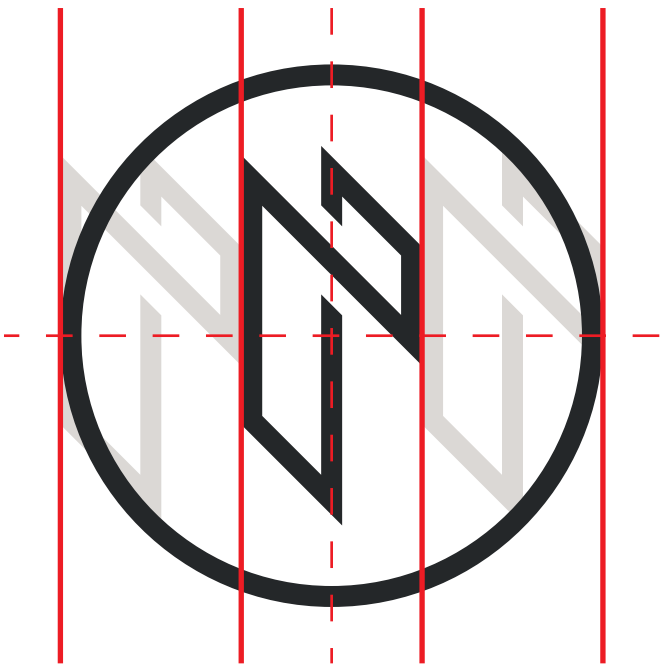
Icon Only



"R" icon can be solid black, solid white, or use the gradient. A gradient "R" icon works equally well on both black or white backgrounds.

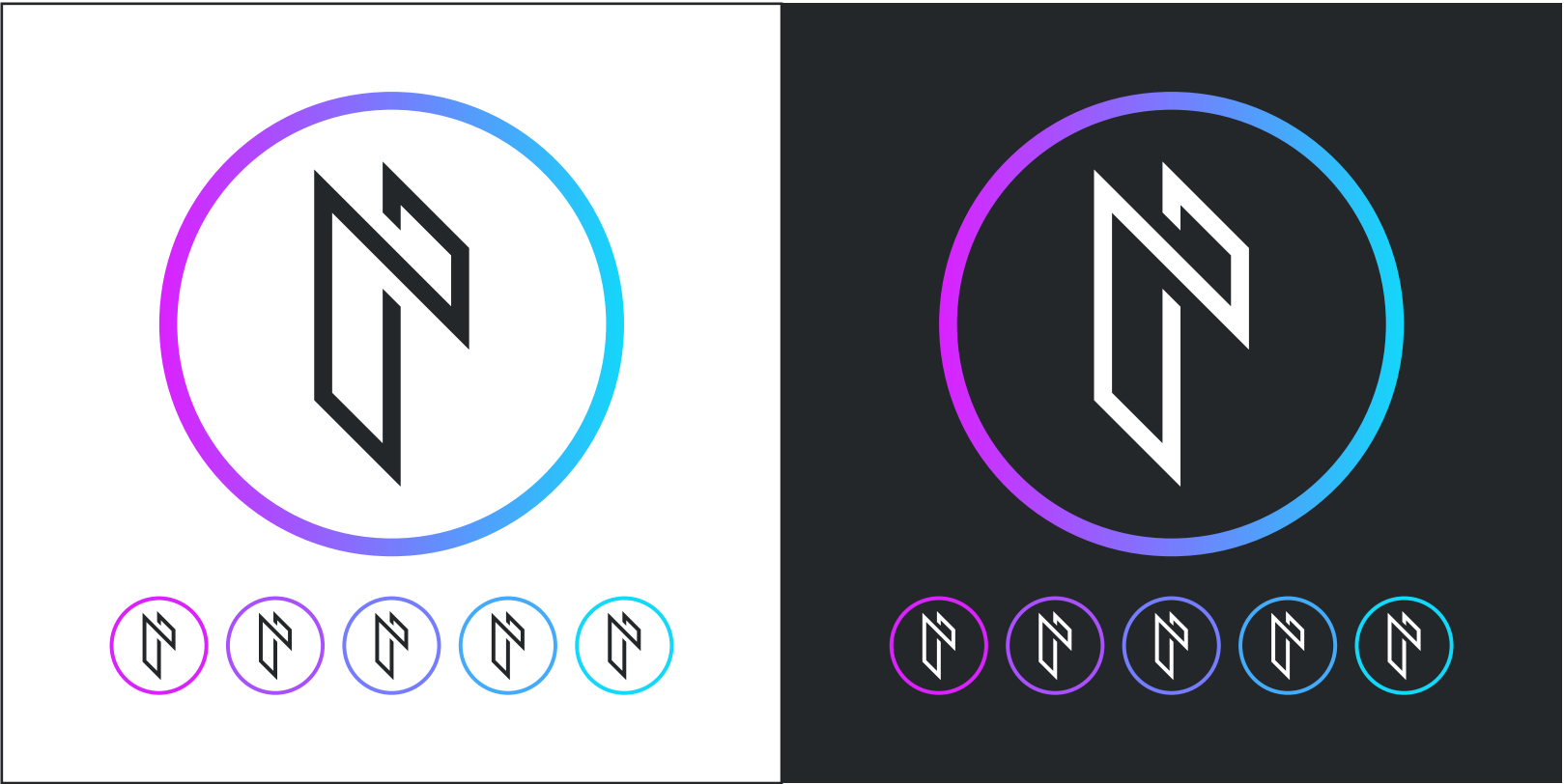
When used on a gradient background it should always be solid white.

Icon with Ring



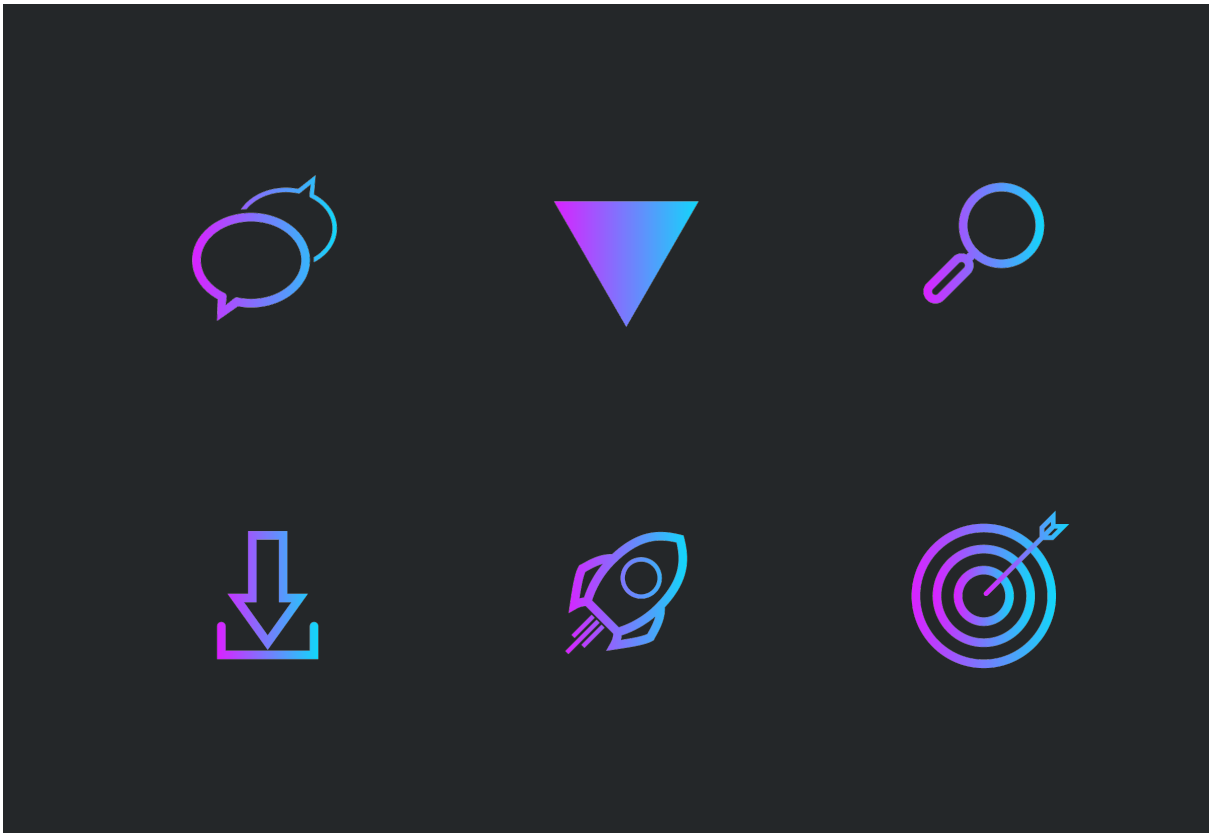
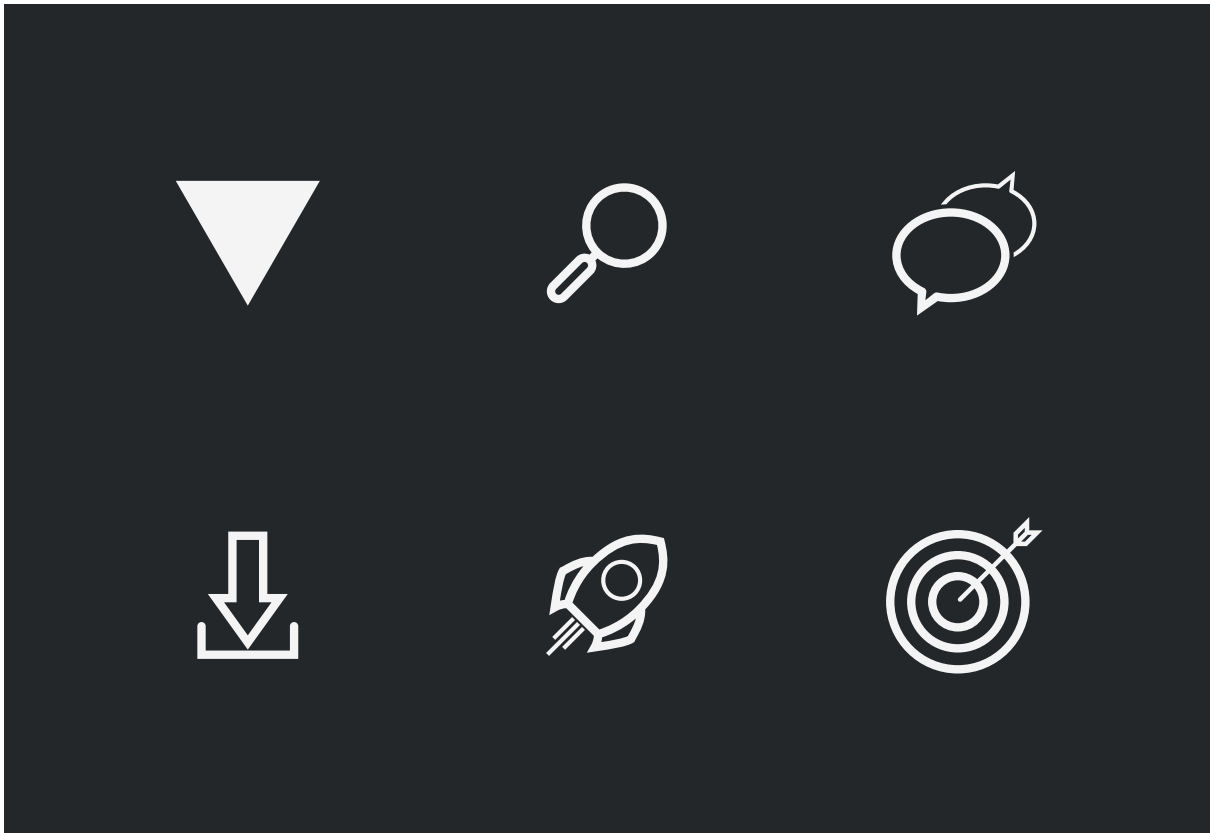
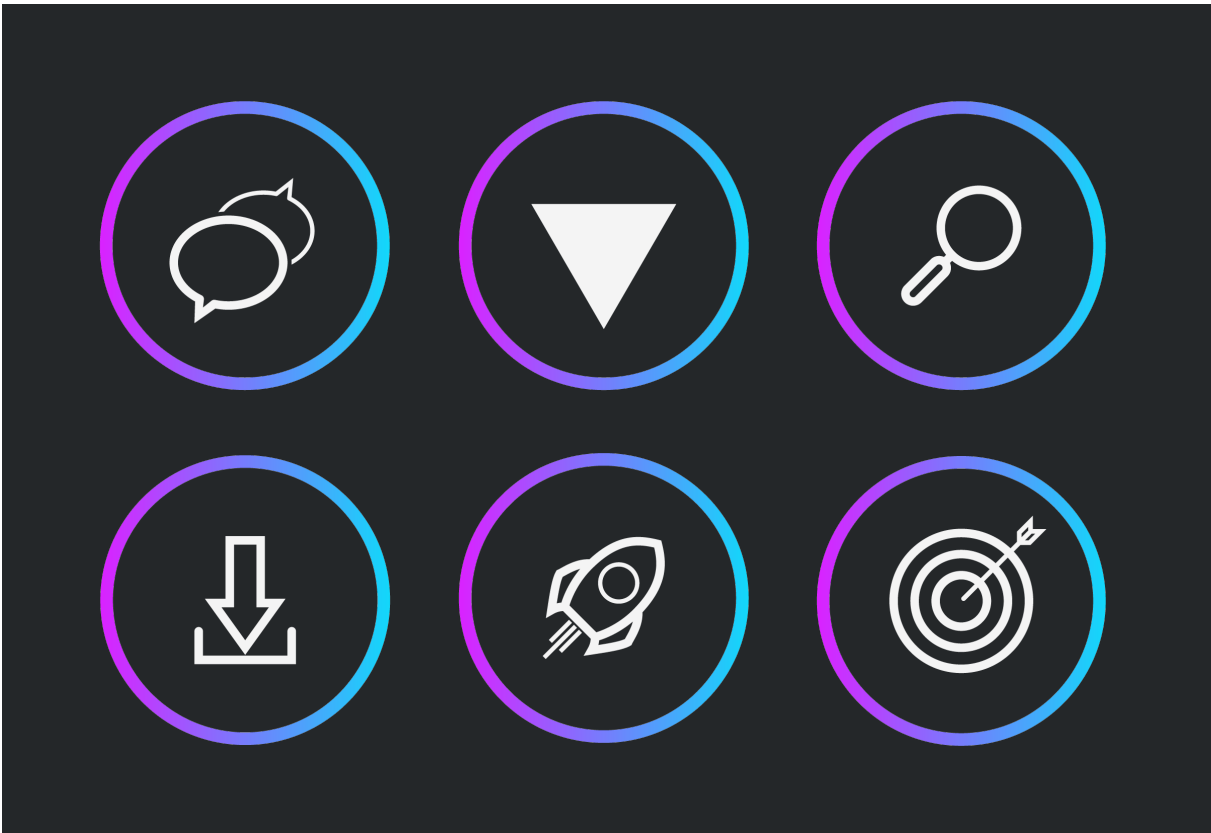
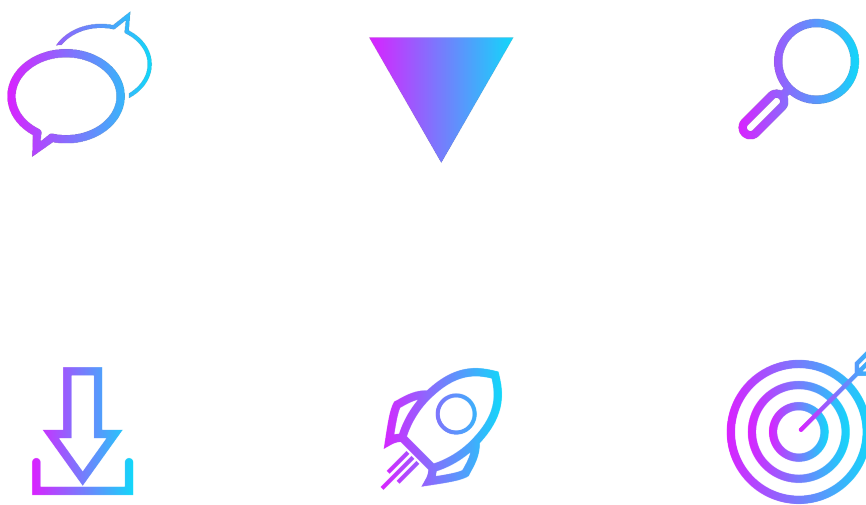
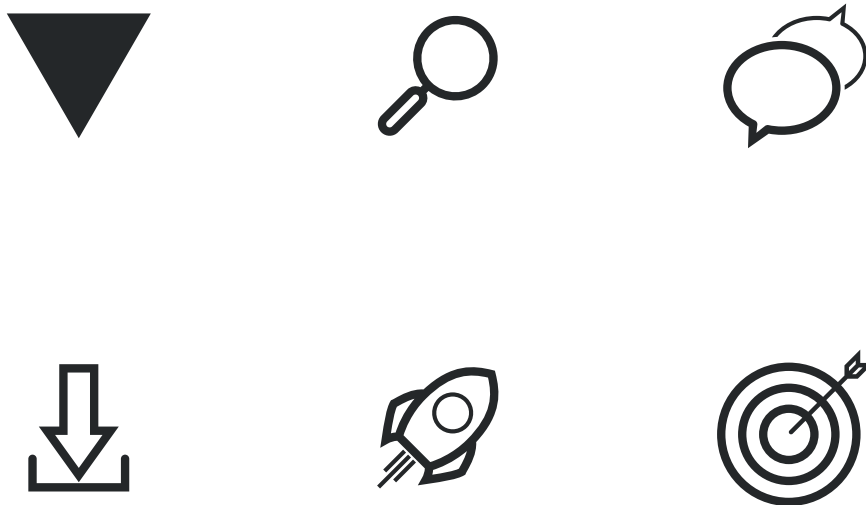
Ring width is equal to the width of three "R" icon's placed edge-to-edge. Ring stroke width equals the "R" icon's stroke width. "R" icon is centered horizontally and vertically within the ring.

Ring Color



Ring can be any of the five primary brand colors to allow added flexibility if segmentation is needed in the future. To retain visibility it's best that the "R" icon remain solid white or solid black in accordance with the "Icon Only" guidelines.

Iconography



Solid Icon w/Gradient Ring

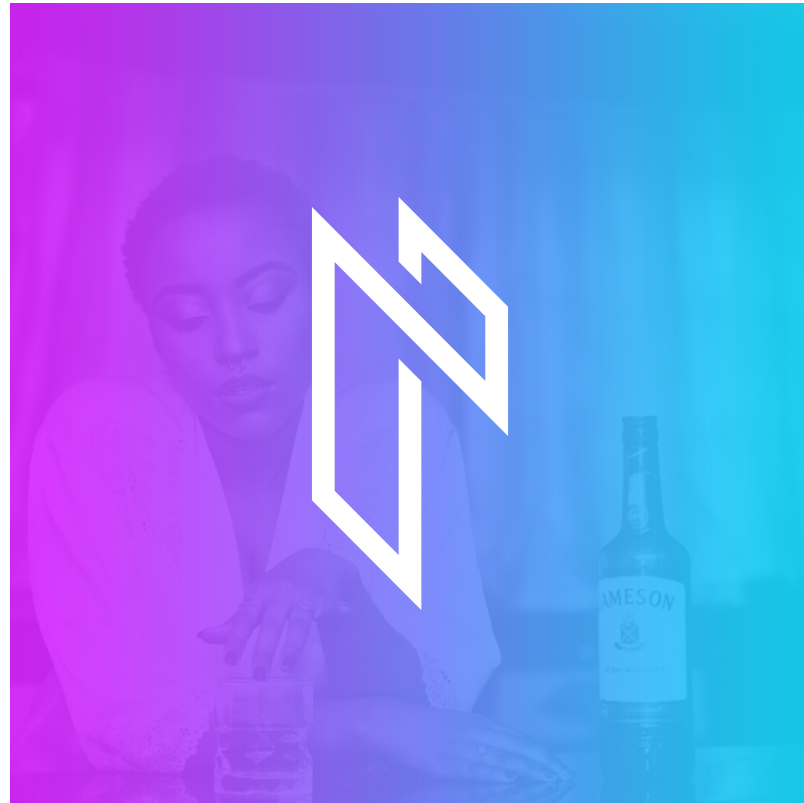
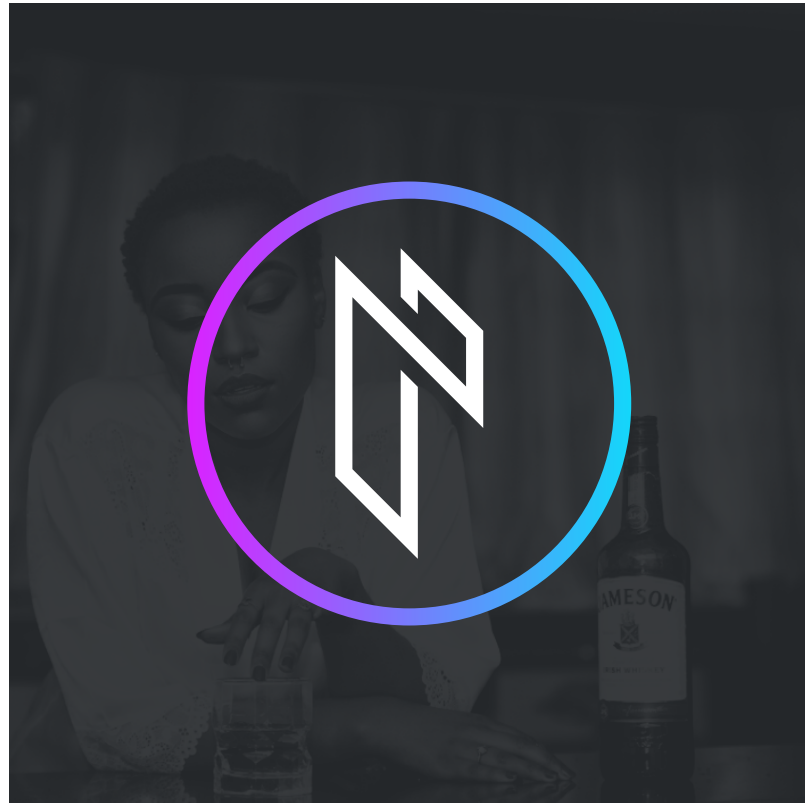
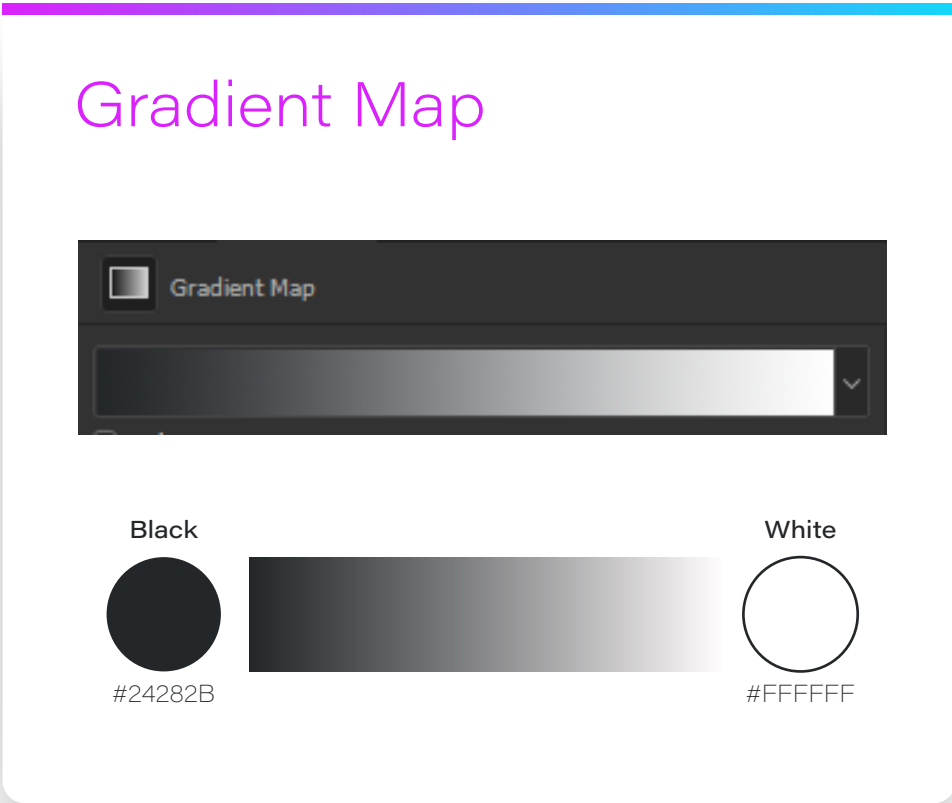
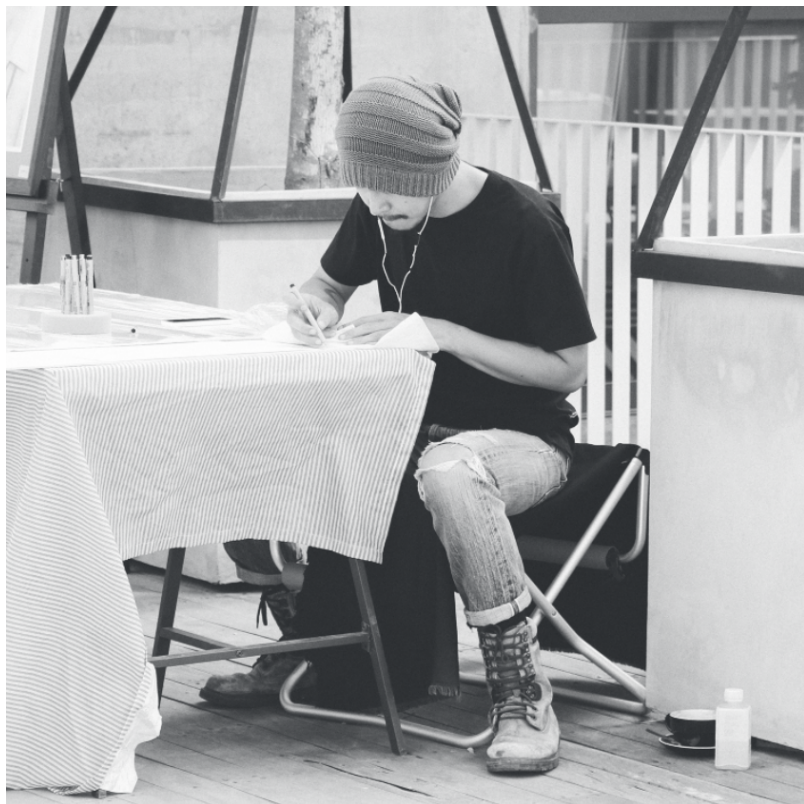
Solid – Icon Only

Gradient – Icon Only

Same set works on both background colors

Photography

Authentic, in the moment,
never posed or staged.



Full-color photography with no overlay.

Using our gradient map to ensure a
consistent greyscale style across all photos.

Dark overlay to allow white or gradient
copy/logos to be placed on top.

- Layers:**
- 1) Solid Color: #24282B
Blending Mode: Normal, Transparency: 90%
 - 2) Gradient Map: #24282B to #FFFFFF
 - 3) Photo

Gradient overlay to allow white copy/logos to
be placed on top.

- Layers:**
- 1) Gradient: #DA22FF to #12D8FA
Blending Mode: Normal, Transparency: 90%
 - 2) Gradient Map: #24282B to #FFFFFF
 - 3) Photo



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